ECONOMIC UPDATE
AUGUST 2014

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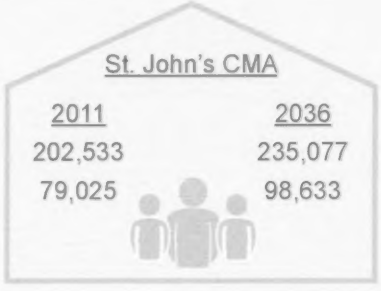
CITY INITIATIVES

City Shares Population Projections

The City of St. John's has released population projections developed for both the City of St. John's and the St. John's Census Metropolitan Area (CMA). These reports outline scenarios for population growth to 2036 and provide commentary around age distribution and household data. The population projections for the City will be used for planning, managing growth, and will inform the draft municipal plan.

According to the latest projections, the City's population has fluctuated around 100,000 over the past 25 years. However, growth has resumed in recent years, anchored by buoyant economic conditions, climbing to 106,170 people in 2011. As we move towards 2036, it is anticipated that the age group of 25 to 34 will show the strongest declines, while the population 65 and over will show large population increases in the City. The growth in the number of households will continue to outpace population growth, resulting in a decline in average household size. View the reports at: www.stjohns.ca/news



Envision St John's Municipal Plan Shared for Discussion

Following nearly two years of intensive consultation and development, Envision St. John's, a draft municipal plan for the City of St. John's, has been released for public review and discussion.

Envision St. John's is built on five key themes and one big idea – improving our City and improving our quality of life through effective, visionary planning. The five themes are:

- Valuing Environmental Systems;
- Developing Vibrant, Complete Neighbourhoods;
- Supporting a Strong, Diversified Economy;
- Investing in Transportation and Services; and
- Using Quality Urban Design.

Throughout the summer and into the fall, the City will share the draft plan with multiple stakeholders and the public will have the opportunity to provide comments and share opinions.
Public information sessions are being planned for the fall.

Local Immigration Partnership Begins Work in St. John's

The City of St. John's recently launched a Local Immigration Partnership (LIP), designed to help improve the integration of newcomers and strengthen the city's ability to attract immigrants. This is the second LIP formed in Atlantic Canada.

The St. John's LIP is coordinated by the City of St. John's and the Association for New Canadians and funded by Citizenship and Immigration Canada. The LIP aims to create a more welcoming community that is understanding of immigrants' needs and will also increase labour market access for immigrants. A part time coordinator has been hired and an interim executive committee has been established. View the news release at www.stjohns.ca.

ST. JOHN'S

Business Approvals

Jag Hotel
418 Water St.

Flight Centre
351 Water St.

Merlo's Inferno restaurant
193 Kenmount Rd.

Lush Consignment
110 Water St.

Hot tub sales
323 Kenmount Rd.

Rock Paper
602 Water St.

By Sharpe Design Inc.
47 Churchill Sq.

New Home - Based Business

Esthetics services
14 Fair Haven Pl.

Electrical contractor,
68 O'Reagan Rd.

Ming International Inc.,
61 Larner St.

Aging Well
37 Gleneyre St.

Plumbing services
98 Brazil St.

Web design
18A Bavidge St.

Home inspection
13 Clearview St.

Video game creation
76 Boyle St.

Family home child care
37 Oberon St.

City Building Permits (Year-to-date as of July 28, 2014)

Type	2013	2014	% Variance
Commercial	$54,304,000.00	$60,148,000.00	11
Industrial	$131,000.00	$125,300.00	-4
Government/Institutional*	$71,277,000.00	$77,661,000.00	9
Residential	$89,360,000.00	$74,070,000.00	-17
Repairs	$2,504,000.00	$2,847,000.00	14
Total	$217,576,000.00	$214,851,300.00	-1

* Government/institutional data doesn't include the full range of permit activity undertaken by the provincial government and its agencies.

ECONOMIC INDICATORS

- The New Housing Price Index for St. John's Metro was 151.1 in May 2014 up 1.1%*
- The Consumer Price Index for St. John's Metro was 128.8 in June 2014 up 2.4%*
- Retail trade for Newfoundland and Labrador was $728.6 million in May 2014 down 1.0%*

* same month in the previous year.

LABOUR FORCE CHARACTERISTICS

St. John's Metro, (seasonally adjusted, three-month moving average)

	Jun 14	Chg.*
Labour Force	116,000	1.0%
Unemployment Rate	6.8%	0.8pt
Employment Rate	68.9%	-0.3pt
Participation Rate	69.8%	1.0pt

* same month in the previous year.

Upcoming Events

Canadian Bar Association conference	Aug 15-17	www.cba.org
NL Employers' Council OH&S training	Aug 20-21	www.nlec.nf.ca
Atlantic Conjugate Margins conference	Aug 20-22	www.conjugatemargins.org
Canadian Association of Radiation Oncology conference	Aug 25-28	www.caro-acro.ca
Board of Trade *Find & Create Great Employees*	Sept 9	www.bot.nf.ca
Oceans 2014 MTS/IEEE conference	Sept 14-19	www.oceans14mtsieeestjohns.org
Canadian Society of Customs Brokers	Sept 14-16	http://cscb.ca